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Total Number of Pages in This Submission

Application Number 10/754,155

Filing Date January 9, 2004

First Named Inventor John W. McMullen

Art Unit 3625

Examiner Name Amee A. Shah

Attorney Docket Number CUSTB 63550

## ENCLOSURES (Check all that apply)

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| Firm Name    | FULWIDER PATTON LLP |          |        |
| Signature    |                     |          |        |
| Printed name | David G. Parkhurst  |          |        |
| Date         | June 16, 2006       | Reg. No. | 29,422 |

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*David G. Parkhurst*  
David G. Parkhurst, Reg. No. 29,422

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

JOHN W. MCMULLEN, ET AL.

Serial No. 10/754,155

Filed: January 9, 2004

For: STORE WITH INTERACTIVE  
MERCHANDISING SYSTEM AND  
METHOD OF OPERATION

Examiner: Amee A. Shah

Group Art Unit 3625

Docket No. CUSTB 63550

June 16, 2006

Los Angeles, California 90045

AMENDMENT

Mail Stop Amendment  
Commissioner for Patents  
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Dear Sir:

This is in reply to the Office Action dated March 16, 2006, setting a shortened  
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